

Radio group discussion is not a formal thing. To be interesting it must express the beliefs and personality, as far as possible, of each of the participants. When writing the script remember that the sound of words must form pictures, create moods, describe color and action. Sincere naturalness is better than artificiality. The speaker should use a style which is distinctly his.

Use frequent illustration and human interest stories. Even humorous episodes, when well told, will add more to a talk than an extra fifteen minutes. Keep these in mind and it will become fairly simple to do an interesting broadcast.

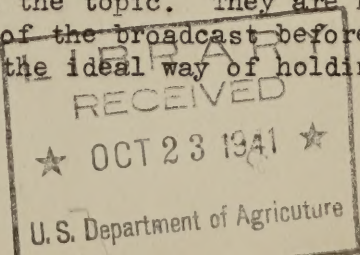
Practically every line of good dialogue has two parts: (1) A reply to whatever went before; and (2) a provocation. To put it another way: Each statement closes an issue raised in the foregoing statement, but opens up a new issue which must be dealt with in the next comment. The first two minutes on the radio are the most important. It is during this time that dials are turned. Talk with enthusiasm and conviction. Lazy readers and expressionless speakers are not the types who are likely to provoke action from a listener. The audience wants to know where you're going.

The outline here suggested can be used by the fieldwoman to plan and arrange interesting discussions between three persons within the boundaries of a selected topic.

Steps to be followed in preparing for the broadcast:

1. Pick a title with a definite purpose. Could be:  
"AAA'S PART IN THE FARM DEFENSE PROGRAM."
2. Select persons for the broadcast who are qualified to talk on the subject.  
SUGGESTED PERSONNEL: (a) AAA county committeeman  
(b) Urban consumer  
(c) Farmer fieldwoman
3. Contact each person taking part in the broadcast and discuss the subject matter to be used on the program.
4. Take notes during these interviews.
5. Write the script presenting as faithfully as possible, the views of each participant.
6. Assemble group around table, as informally as possible, go over script as it will be broadcast. This is the time when the script can be changed if the situations, problems, and possible solutions do not ring true to the participants.
7. You're ON THE AIR.

Enclosed are work sheets to assist the fieldwoman in following a definite line of thought and in keeping the discussion within the topic. They are not intended to imply that one person complete his part of the broadcast before the others begin. A rapid-fire interchange of ideas is the ideal way of holding attention.





The first of these is the fact that the  
government has been unable to secure  
the necessary funds to carry out its  
policy of expansion.

The second is the fact that the  
government has been unable to secure  
the necessary funds to carry out its  
policy of expansion.

The third is the fact that the  
government has been unable to secure  
the necessary funds to carry out its  
policy of expansion.

The fourth is the fact that the  
government has been unable to secure  
the necessary funds to carry out its  
policy of expansion.

The fifth is the fact that the  
government has been unable to secure  
the necessary funds to carry out its  
policy of expansion.

The sixth is the fact that the  
government has been unable to secure  
the necessary funds to carry out its  
policy of expansion.

The seventh is the fact that the  
government has been unable to secure  
the necessary funds to carry out its  
policy of expansion.

The eighth is the fact that the  
government has been unable to secure  
the necessary funds to carry out its  
policy of expansion.

The ninth is the fact that the  
government has been unable to secure  
the necessary funds to carry out its  
policy of expansion.

AAA COMMITTEEMAN AND THE FARM DEFENSE PROGRAMA: SITUATIONS:

1. AAA program in keeping with the best traditions of American life. Offering security, conservation, abundance, and stability to the farmer and the consumer alike. (Tell how this is accomplished.)
2. Identify AAA's progress over the 8 years of its existence with the farmer's preparedness to meet present emergency goals.
3. Through AAA program, National Farm Program becomes as streamlined as newest designed car can possibly be.
  - (a) No waste motion.
  - (b) No loss of time getting at job you have to do--(might indicate in constructive way how other defense programs have been slowed-up due to lack of preparedness).
  - (c) No unmarketable products.

B: PROBLEMS:

1. These problems will vary according to the individual and the locality in which such an individual lives. Hence, the inadvisability of suggesting them here. However, they could be:
  - (a) Lack of understanding of the program and its aims.
  - (b) Lack of feed reserves -- or of storage facilities.
  - (c) Shortage of labor -- or machinery -- or both.

C: POSSIBLE SOLUTION OF PROBLEMS:

1. More group discussions such as this to clarify aims of the program -- and show how AAA program functions in connection with new Farm Defense Program.
2. Keep as much feed as possible in storage on farm. Utilize supplies in Ever-Normal Granary.
3. Shortage of labor is local problem--some places it can be taken care of, in other places not.

####



1917

1. The American Medical Association is a non-profit corporation organized for the purpose of promoting the interests of the medical profession and the public health. It is organized under the laws of the State of Illinois and has its principal office in Chicago, Illinois.

2. The Association is composed of members who are licensed to practice medicine in the United States. It is organized into sections and departments, each of which is concerned with a particular branch of the medical profession.

3. The Association is organized into sections and departments, each of which is concerned with a particular branch of the medical profession. The sections and departments are organized into a hierarchy, with the Association at the top and the individual members at the bottom.

4. The Association is organized into sections and departments, each of which is concerned with a particular branch of the medical profession. The sections and departments are organized into a hierarchy, with the Association at the top and the individual members at the bottom.

1917

5. The Association is organized into sections and departments, each of which is concerned with a particular branch of the medical profession. The sections and departments are organized into a hierarchy, with the Association at the top and the individual members at the bottom.

6. The Association is organized into sections and departments, each of which is concerned with a particular branch of the medical profession. The sections and departments are organized into a hierarchy, with the Association at the top and the individual members at the bottom.

7. The Association is organized into sections and departments, each of which is concerned with a particular branch of the medical profession. The sections and departments are organized into a hierarchy, with the Association at the top and the individual members at the bottom.

1917

8. The Association is organized into sections and departments, each of which is concerned with a particular branch of the medical profession. The sections and departments are organized into a hierarchy, with the Association at the top and the individual members at the bottom.

9. The Association is organized into sections and departments, each of which is concerned with a particular branch of the medical profession. The sections and departments are organized into a hierarchy, with the Association at the top and the individual members at the bottom.

10. The Association is organized into sections and departments, each of which is concerned with a particular branch of the medical profession. The sections and departments are organized into a hierarchy, with the Association at the top and the individual members at the bottom.

## FARM WOMEN AND THE FARM DEFENSE PROGRAM

### A. SITUATIONS:

1. Carefully trained group of women to present agricultural programs to farm and urban women.
2. Willingness to work. (Insist on "all-out" unity for defense.)
3. Organization --
  - (a) Educational programs
  - (b) Leadership
  - (c) Relation of conservation practices to nutrition.

### B. PROBLEMS:

1. Problems affecting both the rural and the urban home.  
(These will necessarily be personal or at least local.)
2. Means to work out the promotion of all Farm Defense Program plans.

### C. POSSIBLE SOLUTION OF PROBLEMS:

1. Rearrangement of production plans on the farm to meet State and national goals.
2. Efficiency helps consumers by lowering costs of production and stabilizing prices.
3. Any other solution farm woman wants to suggest.

#####





## THE URBAN CONSUMER AND THE FARM DEFENSE PROGRAM

### A. SITUATIONS:

1. An understanding of the problems concerned is my contribution to the national preparedness program.
  - (a) I am not only willing but eager to know how the AAA functions as a prop in the Farm Defense Program.
  - (b) Any other situation which urban woman has in mind.
2. What the Farm Defense Program means to women as individuals.
  - (a) This question gives good lead for AAA committeeman or farmer fieldwoman to explain aims of program and how it fits in with 1942 Farm Defense.

### B. PROBLEMS:

1. Prices.
2. Supplies.

### C. POSSIBLE SOLUTION OF PROBLEMS:

1. Normal buying --  
(Hoarding will decrease visible supplies, increase costs.)
2. Careful buying --  
(Various cuts of meat cover a wide price range. Some of the lesser known cuts are just as tasty, more economical.)
3. Study nutrition --  
(Prepare meals that are well balanced. America will be just as strong as her people.)

#####

Issued by Division of Information, AAA  
September, 1941.

